

## EAST Search History

## EAST Search History (Prior Art)

| Ref # | Hits  | Search Query   | DBs   | Default Operator | Plurals | Time Stamp          |
|-------|-------|--|---|------------------|---------|---------------------|
| L1    | 4646  | (present\$3 or display \$3 or depict\$3 or generat\$3 ) with (advertisement\$1 or commercial\$1 or advertizement or adverti\$4) with select \$1          | US-PGPUB;<br>USPAT; FPRS;<br>EPO; JPO;<br>IBM_TDB | OR               | ON      | 2010/08/04<br>15:46 |
| L2    | 18994 | (present\$3 or display \$3 or depict\$3 or generat\$3 ) with (advertisement\$1 or commercial\$1 or advertizement or adverti\$4) with user                | US-PGPUB;<br>USPAT; FPRS;<br>EPO; JPO;<br>IBM_TDB | OR               | ON      | 2010/08/04<br>15:47 |
| L3    | 5274  | (present\$3 or display \$3 or depict\$3 or generat\$3 ) with (advertisement\$1 or commercial\$1 or advertizement or adverti\$4) with user with select\$3 | US-PGPUB;<br>USPAT; FPRS;<br>EPO; JPO;<br>IBM_TDB | OR               | ON      | 2010/08/04<br>15:47 |
| L4    | 626   | (creat\$3 or generat \$3 ) with customized with (advertisement \$1 or commercial\$1 or advertizement or adverti\$4)                                      | US-PGPUB;<br>USPAT; FPRS;<br>EPO; JPO;<br>IBM_TDB | OR               | ON      | 2010/08/04<br>15:48 |
| L5    | 137   | 4 and 1  | US-PGPUB;<br>USPAT; FPRS;<br>EPO; JPO;<br>IBM_TDB | OR               | ON      | 2010/08/04<br>15:49 |
| L6    | 153   | 4 and 3  | US-PGPUB;<br>USPAT; FPRS;<br>EPO; JPO;<br>IBM_TDB | OR               | ON      | 2010/08/04<br>15:49 |
| L7    | 336   | 4 and 2  | US-PGPUB;<br>USPAT; FPRS;<br>EPO; JPO;<br>IBM_TDB | OR               | ON      | 2010/08/04<br>15:49 |

|     |       |   |   |    |    |                     |
|-----|-------|---|---|----|----|---------------------|
| L8  | 101   | 5 and 6 and 7                                     | US-PGPUB;<br>USPAT; FPRS;<br>EPO; JPO;<br>IBM_TDB | OR | ON | 2010/08/04<br>15:49 |
| L9  | 55499 | (media or video or<br>audio ) with segment<br>\$1 | US-PGPUB;<br>USPAT; FPRS;<br>EPO; JPO;<br>IBM_TDB | OR | ON | 2010/08/04<br>15:50 |
| L10 | 14    | 8 and 9   | US-PGPUB;<br>USPAT; FPRS;<br>EPO; JPO;<br>IBM_TDB | OR | ON | 2010/08/04<br>15:50 |
| L11 | 235   | (6 or 7) not 8                                    | US-PGPUB;<br>USPAT; FPRS;<br>EPO; JPO;<br>IBM_TDB | OR | ON | 2010/08/04<br>15:52 |
| L12 | 41    | 11 and 9  | US-PGPUB;<br>USPAT; FPRS;<br>EPO; JPO;<br>IBM_TDB | OR | ON | 2010/08/04<br>15:52 |

8/ 4/ 2010 4:00:29 PM

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Workspace (Flat Panel LANDSCAPE).wsp